the Government hospitals, poor and dawn-trodden people of our country will not get proper medical care. I hope, the Government will take care of this issue and pay proper attention to this.

Ill-effects of obscene advertisements on the society

SHRI DINESHBHAI TRIVEDI (Gujarat): Madam, I rise with great anguish and concern, in fact, I am worried. I am happy that, Madam, you are in the Chair and Margaret Alvaji is here. I would like to draw her attention to an issue which would be very much sensitive for women.

Madam, it is not a question of thousands or millions of people in this country, it is a question of the entire society, where it is leading to. Some perverted minds in the Metropolis are wilfully and knowingly trying to do great harm and damage to our culture tradition and society. I refer to this article which is very interesting and revealing, which has come out in the recent issue of 'Sunday' magazine. In fact, I have seen the advertisements also to which they are referring. Madam, specifically I refer to the advertisement campaign taken out by one of the leading and supposed to be important advertising agencies in India. I would not like to name them, but they have come out with advertisement campaign of a family planning product by the brand of 'Kamasutra' (*Interruptions*).

I really do not know about it, but I would like to rise above all the petty politics and I am not going into it at all. This is a very very serious issue. They are trying to misquote 'Kamasutra' with out any reference and context anywhere. By selling this product what they are trying to do, as per the article, they are trying to sell sex. Madam, we have some ethics here. We have some tradition. Indian culture and tradition is very highly talked about all over the world. Our culture goes back to thousand, five thousand, ten thousand and many more years. People in the West, they look upon the Indian culture to really give them direction because that society, they themselves say that it is a sick society. It is because of these things which have happened in the West that we try to stick to our old traditions. Some of the people in Bombay have had the audacity of putting this advertisement in front of a children school and the parents are worried. There is a quotation here that the parents are worried as to what is going to be effect. I was told and I have seen myself in the English papers—I do not know whether it has come in vernacular press or not—full-page advertisements of this product: which show selling of sex. I could have understood if there was any education in it. I could have understood if they had talked about some kind of family planning, some kind of prevention of sexually transmitted diseases. It may be of a great concern to Margaretji that they are talking of how to enjoy a woman. I think it is degrading and I am surprised that no woman really has taken notice of this. At least Margaretji will agree with me that the Government has got so many legislations. We have passed tonnes of legislations, but hard facts come before us, we are blind-folded. We have got so many Acts under which this can be booked. I was told that a magazine like 'Play Boy' was banned in India, but we have got much more nastier magazines than that in India. I would request that it is time that we open our eyes and decide once for all which way we want to move. Are we going to copy the West and say, "Yes, this is what it is?" I may understand, because of some kind of constraints, the Finance Minister devaluating the currency, but are we also to devaluate our culture, our tradition, the very basis on which we stand here today? I am terribly concerned and, through you, Madam, I would like to draw the attention of the Government to this and say that these kind of campaigns, not only of this particular agency and this particular product but elsewhere also, the fashion magazines, everywhere, they are blatantly, sexually trying to

[Shri Dineshbhai Trivedi]

publish it. I do not know what impression it will have on the young minds.

Every day, rape cases are increasing. Terrorism we have been talking about. These things are increasing because there is an erosion in our culture, in our tradition, and we are watching with a helpless attitude. I pray to the Government through you, Madam, to immediately ban these and look into this entire affair. Thank you.

SHRI M. A. BABY (Kerala): I request the honourable Minister, Mrs. Margaret Alva, to stand up and react squarely. ...(*Interruptions*)...

SHRI BHUBANESWAR KALITA (Assam): Madam, the magazine in which this article has been published, *Sunday*, is a family magazine, and I do not know how they could publish such a thing. ....(*Interruptions*)... It is very unfortunate. I associate myself with Shri Trivedi.

SHRIMATI MIRA DAS (Orissa): Madam, we draw the attention of the Government to this matter and request them to take action in the matter.

SHRI M. A. BABY: Madam, I expect the honourable Minister, Mrs. Margaret Alva, to stand up and react to this.

THE MINISTER OF STATE IN THE MINISTRY OF PERSONNEL, PUBLIC GRIEVANCES AND PENSIONS (SHRIMATI MARGARET ALVA): Madam, I have taken note of it. I have also seen this advertisement and I am as much concerned as the honourable Members are, and I can assure you that I will bring your views—besides mine, which I have already done—to the notice of the concerned Minister.

THE DEPUTY CHAIRMAN: I think it was at the time when Mrs. Alva was the Minister for Women and Child Welfare that she had brought the Bill—the Indecent Exposure of Women Bill—and it had been passed by Parliament. I think Mrs. Alva is the right person. ...(*Interruptions*)....

SHRIMATI MARGARET ALVA: Madam, I will convey to the Minister concerned, the strong views of the House on this.

THE DEPUTY CHAIRMAN: The hands of the Government are strong on this—they are not tied but loose—to take action.

SHRI M. A. BABY: Madam, there is the question of indecent exposure of men also in some of the advertisements.

THE DEPUTY CHAIRMAN: You have to bring another Bill for that!

Increasing Accident Deaths of Children in Delhi

SHRI JAGMOHAN (Nominated): Madam Deputy Chairman, I would like to bring to the notice of the House and of the Government the increasing number of deaths of children in Delhi and other major cities in road accidents.

Madam, during the period January—October, the increase in the death of children due to accidents has been 40 per cent. It is really very alarming and it is largely due to the fact that traffic regulations are not being enforced and children are being taken in rickshaws and other vehicles and there is overcrowding in buses, rickshaws and other vehicles. Though the number of vehicles has increased, the traffic authorities are not restricting the number of children to be taken in a vehicle. This has resulted in a large number of accidents.

If there is a shortage of traffic personnel, I would suggest that at least during the period when children go to school and return from school, at those times special flying squads should be constituted to have strict vigil over these vehicles. Otherwise the number of accidents involving children will go on increasing. Already we have the dubious distinction of having the highest traffic accident rate in the world, and I think we will be increasing this number tremendously if no action is taken. Thank you, Madam.